



NOBLE ORDER & TOWN OF WHITESTOWN TEAM UP FOR VIKING FEST

Three-Day Festival will be Regional Attraction

For Immediate Release:

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WHITESTOWN, Ind. – Grab your helmets and Viking-themed clothing and get ready for a three-day festival that will draw people from all over the Midwest! On April 20th, 21st & 22nd 2018, an area of open land just off I-65 at Exit 133 will be transformed into a Viking Village as Whitestown hosts its first ever Viking Fest.

Noble Order Brewing and J&J Winery are teaming up with the Town of Whitestown to make the Viking Village come to life. Attendees will enjoy archery demonstrations, wolves, fire juggling, axe throwing, authentic blacksmith work, glass blowing, vendors, live music by Blackthorn's Bards and much more. There will also be a kids' corner where young warriors will enjoy making their very own sword and shield, launch water balloons with a catapult, and try their hand at Kubb, an ancient Viking game that was played by Vikings after they conquered a village. (Vikings used their enemies' skulls and femurs – we will use game pieces made of wood.)

"Viking Fest will be a fun event for the whole family," says Mike Miller, Noble Order Brewing. "We plan to recreate an authentic Viking Village through a wooded area of the land where visitors can travel back in time, so to speak, and see the way food and goods were made during the Viking Age. We hope families will make an entire weekend of it and truly become immersed in the Viking culture." says Miller.

You can't have a Viking Fest without authentic battle reenactments. That's why we're bringing in 3 different armored combat groups to entertain and thrill onlookers with high-action fighting demonstrations.

Authentic food and drink will be available for purchase. Rusted Silo will be roasting a pig on-site. There will also be turkey legs, smoked meats and Scotch eggs, as well as a selection of Viking Ale and Mead for the adults and cider for the kids.

Hours for this FREE event are:

Friday 4pm-10pm

Saturday 11am-10pm

Sunday 10am-2pm

A professional archer will shoot a flaming arrow into a target to officially kick-off the event Friday night. The event will conclude with a Viking breakfast feast on Sunday. Watch the Whitestown Parks & Recreation Department's Facebook page for more details soon, including times for the different events.

Viking Fest will be held at the site of a future park, located within the AllPoints at Anson Industrial area at 4671 Anson Blvd., Whitestown, IN 46075.

"This 15-acre piece of land was officially acquired by the Town of Whitestown in January of 2018," says Parks & Recreation Director, Nathan Messer. "With an all-natural setting that includes a large, wooded portion, it's a perfect location for this event. Whitestown plans to develop the land into a future park, and we hope to host Viking Fest here for years to come." says Messer.

The Viking age lasted for more than 300 years, from the late 8th century to the late 11th century.

****Note:** since we will have live wolves at the festival, we will not be able to allow attendees to bring pets to the event.

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